

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



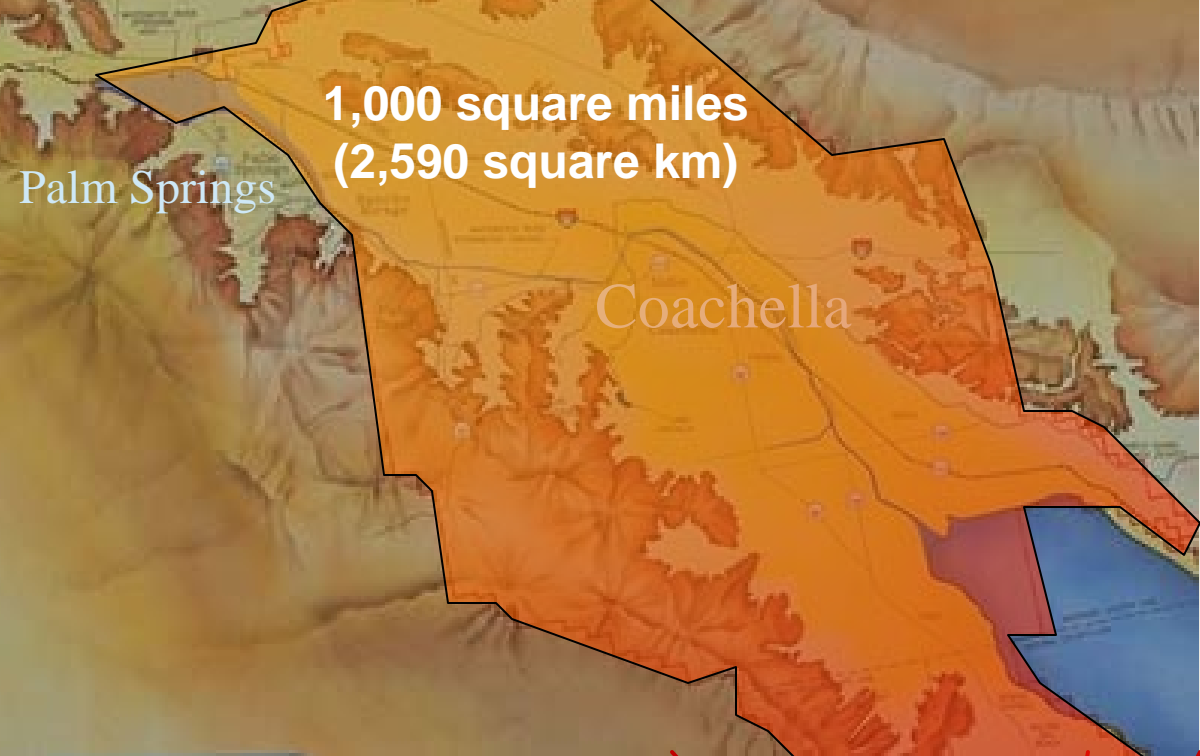
Conservation outreach to professional landscapers



Presented by David Koller
Conservation Coordinator
Coachella Valley Water District

“It’s not me, it’s my gardener!”





Welcome to the Coachella Valley



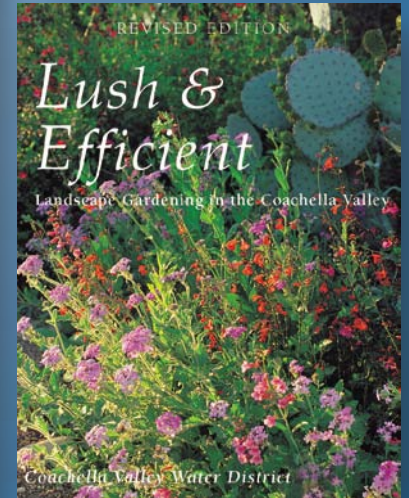
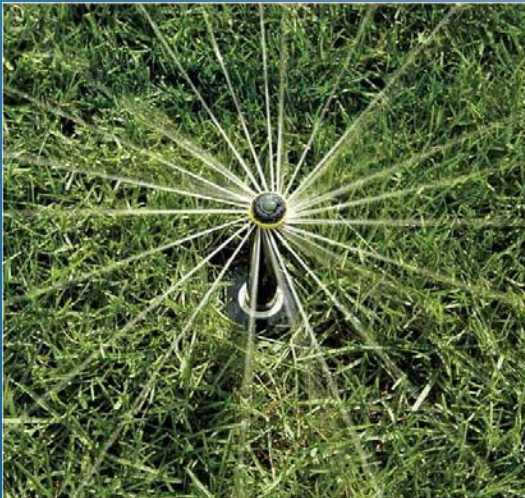
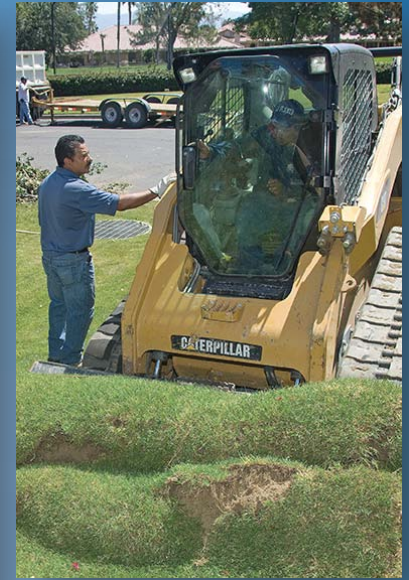
Typical CVWD domestic customers



More than half of all outdoor water is used inefficiently



CVWD's focus is outdoor conservation





Did Someone Say Water Budget Based Tiered Rates?





5VDE2

Coachella Valley Water District
PO BOX 5000
COACHELLA, CA 92236-5000
(760) 391-9600, www.cvwtd.org

| | |
|------------------------------|--------------|
| Account Number | 000000010104 |
| Total for This Period | \$2329.29 |
| Total Amount Due | \$2329.29 |
| Total Amount Due by 09/14/09 | \$2329.29 |

Bill date: 08/28/2009, Cycle: 5



Inefficient

\$

Coachella Valley Water District
PO BOX 5000
COACHELLA, CA 92236-5000
(760) 391-9600, www.cvwtd.org

BILL SUMMARY

| | |
|------------------|-------------------------|
| Customer Name | CANYON VIEW ESTATES HOA |
| Account Number | 000000010104 |
| Bill Date | 08/28/2009 |
| Total Amount Due | \$2329.29 |

BILL DETAIL

| | | |
|-----------------------------------|--------------------|-----------------|
| Your Water Budget for This Period | 1812 CCF | 1355376 gallons |
| Water Use This Cycle | 2193 (100 cu. ft.) | 166094 gallons |
| Service Charge | | \$70.50 |
| CCF @ \$5.00 | | |
| Tier 2: Efficient | 1594 CCF @ \$1.03 | \$1661.12 |
| Tier 3: Inefficient | 298 CCF @ \$1.65 | \$494.95 |
| Tier 4: Excessive | CCF @ \$2.06 | |
| Tier 5: Wasteful | CCF @ \$4.12 | |
| Total Consumption Charge | 1.83CCF | \$2329.29 |

ACCOUNT INFORMATION

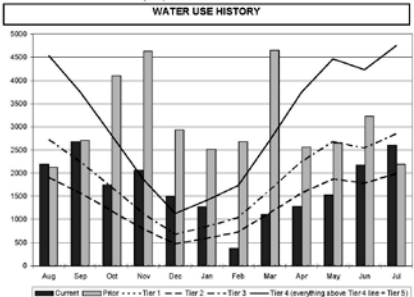
Rate Class: 1 (Residential)

Tiered rates are here
Under tiered rates, your current charges would be: **\$2478.57**. CWVD has adopted a tiered rate billing system. As shown in the bill detail on the left, you are charged a different rate in each tier per 100 cubic feet of consumption. Tiered rates encourage efficient water use. For more information, please visit www.cvwtd.org or call the tiered rate help line at (888) 388-3255.

| | |
|-----------------------|-----------|
| Total for This Period | \$2329.29 |
| Total Amount Due | \$2329.29 |

Need help reducing your water usage?

Your water use last month exceeded what is needed to maintain your property. We can help you save money and improve your water efficiency without depriving your landscaping of the water it needs. For more information about water efficiency options, call the Coachella Valley Water District at (888) 388-3255 or visit our web site at www.cvwtd.org.



Inefficient

Your water efficiency raising this month is:

[172]

1VDE2

Coachella Valley Water District
PO BOX 5000
COACHELLA, CA 92236-5000
(760) 391-9600, www.cvwtd.org

| | |
|------------------------------|--------------|
| Account Number | 000000010062 |
| Previous Balance | \$48.68 |
| Total for This Period | \$752.14 |
| Total Amount Due | \$800.82 |
| Total Amount Due by 09/14/09 | \$800.82 |

Bill date: 08/28/2009, Cycle: 5



Excessive

\$\$\$

Coachella Valley Water District
PO BOX 5000
COACHELLA, CA 92236-5000
(760) 391-9600, www.cvwtd.org

BILL SUMMARY

| | |
|------------------|------------------------|
| Customer Name | SCHMID INVESTMENTS, LP |
| Account Number | 000000010062 |
| Bill Date | 08/28/2009 |
| Total Amount Due | \$800.82 |

BILL DETAIL

| | | |
|-----------------------------------|-------------------|----------------|
| Your Water Budget for This Period | 207 CCF | 229156 gallons |
| Water Use This Cycle | 635 (100 cu. ft.) | 47224 gallons |
| Service Charge | | \$95.00 |
| CCF @ \$5.00 | | |
| Tier 2: Efficient | 313 CCF @ \$1.03 | \$322.39 |
| Tier 3: Inefficient | 133 CCF @ \$1.55 | \$206.15 |
| Tier 4: Excessive | 192 CCF @ \$2.06 | \$395.52 |
| Tier 5: Wasteful | CCF @ \$4.12 | |
| Total Consumption Charge | 1.83CCF | \$657.14 |

ACCOUNT INFORMATION

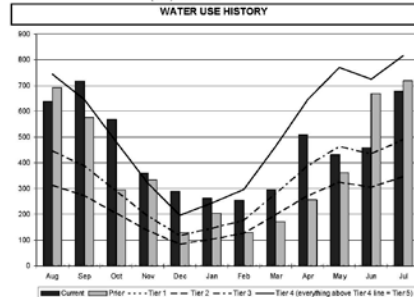
Rate Class: 1 (Residential)

Tiered rates are here
Under tiered rates, your current charges would be: **\$1019.06**. CWVD has adopted a tiered rate billing system. As shown in the bill detail on the left, you are charged a different rate in each tier per 100 cubic feet of consumption. Tiered rates encourage efficient water use. For more information, please visit www.cvwtd.org or call the tiered rate help line at (888) 388-3255.

| | |
|-----------------------|----------|
| Total for This Period | \$752.14 |
| Previous Balance | \$48.68 |
| Total Amount Due | \$800.82 |

Need help reducing your water usage?

Your water use last month exceeded what is needed to maintain your property. We can help you save money and improve your water efficiency without depriving your landscaping of the water it needs. For more information about water efficiency options, call the Coachella Valley Water District at (888) 388-3255 or visit our web site at www.cvwtd.org.



Excessive

Your water efficiency raising this month is:

[172]

2VDE2

Coachella Valley Water District
PO BOX 5000
COACHELLA, CA 92236-5000
(760) 391-9600, www.cvwtd.org

| | |
|------------------------------|--------------|
| Account Number | 000000010073 |
| Total for This Period | \$549.91 |
| Total Amount Due | \$549.91 |
| Total Amount Due by 09/14/09 | \$549.91 |

Bill date: 08/28/2009, Cycle: 5



Wasteful

\$\$\$

Coachella Valley Water District
PO BOX 5000
COACHELLA, CA 92236-5000
(760) 391-9600, www.cvwtd.org

BILL SUMMARY

| | |
|------------------|------------------|
| Customer Name | WALL STREET WEST |
| Account Number | 000000010073 |
| Bill Date | 08/28/2009 |
| Total Amount Due | \$549.91 |

BILL DETAIL

| | | |
|-----------------------------------|-------------------|---------------|
| Your Water Budget for This Period | 95 CCF | 7800 gallons |
| Water Use This Cycle | 497 (100 cu. ft.) | 37174 gallons |
| Service Charge | | \$1.00 |
| CCF @ \$5.00 | | |
| Tier 2: Efficient | 101 CCF @ \$1.03 | \$104.03 |
| Tier 3: Inefficient | 42 CCF @ \$1.55 | \$65.10 |
| Tier 4: Excessive | 95 CCF @ \$2.06 | \$195.70 |
| Tier 5: Wasteful | 259 CCF @ \$4.12 | \$1067.08 |
| Total Consumption Charge | 1.83CCF | \$551.91 |

ACCOUNT INFORMATION

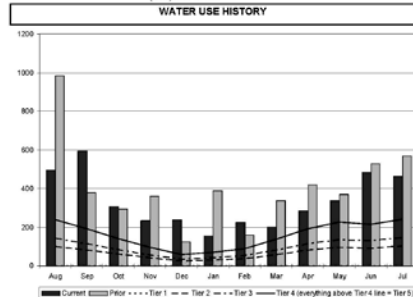
Rate Class: 1 (Residential)

Tiered rates are here
Under tiered rates, your current charges would be: **\$1468.91**. CWVD has adopted a tiered rate billing system. As shown in the bill detail on the left, you are charged a different rate in each tier per 100 cubic feet of consumption. Tiered rates encourage efficient water use. For more information, please visit www.cvwtd.org or call the tiered rate help line at (888) 388-3255.

| | |
|-----------------------|----------|
| Total for This Period | \$549.91 |
| Total Amount Due | \$549.91 |

Need help reducing your water usage?

Your water use last month exceeded what is needed to maintain your property. We can help you save money and improve your water efficiency without depriving your landscaping of the water it needs. For more information about water efficiency options, call the Coachella Valley Water District at (888) 388-3255 or visit our web site at www.cvwtd.org.



Wasteful

Your water efficiency raising this month is:

[172]

Water
Management
Specialist

Landscape
Committee

Landscaping
Crew Chief

Customer

Coachella Valley Water District
PO BOX 6000
COACHELLA, CA 92236-6000
(760) 391-9600; www.cvwd.org

Bill date: 08/28/2009, Cycle: 5

Account Number: 00000010024
Previous Balance: \$424.10
Total for This Period: \$442.87
Total Amount Due: \$866.97
COEF Account Code: 001-600
AMOUNT INCLUDED: \$

Coachella Valley Water District
PO BOX 6000
COACHELLA, CA 92236-6000

BILL SUMMARY
Customer Name: EL PASO COLLECTION
Account Number: 00000010024
Bill Date: 08/28/09
Bill Due: \$866.97

BILL DETAIL
Your Water Budget for This Period: 124 CCF @ \$712 = \$87322 gallons
Water Use This Cycle: 288 (100% of) 29892 gallons
Service Charge: \$42.28
CCF @ \$3.50
Tier 1: Efficient: 131 CCF @ \$11.00 = \$1441.00
Tier 2: Inefficient: 55 CCF @ \$11.55 = \$635.25
Tier 3: Excessive: 126 CCF @ \$2.56 = \$322.56
Tier 4: Wasteful: 79 CCF @ \$4.12 = \$325.48
Total Consumption Charge: 1.83 CCF \$489.27

ACCOUNT INFORMATION
Meter Class: TT30262

Tiered rates are here
If tiered rates, your current charges would be: \$543.30. CVWD has adopted a tiered rate billing system. As shown in the bill detail on the left, you are charged a different rate in each tier per 100 cubic feet of consumption. Tiered rates encourage efficient water use. For more information, please visit www.cvwd.org or call the tiered rate help line at (888) 388-3255.

Total for This Period: \$442.87
Previous Balance: \$424.10
Total Amount Due: \$866.97

Need help reducing your water usage?
Your water use last month exceeded what is needed to maintain your property. We can help you save money and improve your water efficiency without depriving your landscaping of the water it needs. For more information about water efficiency options, call the Coachella Valley Water District at (888) 388-3255 or visit our web site at www.cvwd.org.

WATER USE HISTORY

| Month | This Year | Last Year |
|-------|-----------|-----------|
| Aug | 359 | 365 |
| Sep | 385 | 408 |
| Oct | 351 | 365 |
| Nov | 543 | 400 |
| Dec | 200 | 200 |
| Jan | 200 | 200 |
| Feb | 200 | 200 |
| Mar | 200 | 200 |
| Apr | 200 | 200 |
| May | 200 | 200 |
| Jun | 200 | 200 |
| Jul | 200 | 200 |

Wasteful

| Month | This Year | Last Year |
|-------|-----------|-----------|
| Aug | 359 | 365 |
| Jul | 385 | 408 |
| Jun | 351 | 365 |

Accountant

Property
Manager

Landscape
Manager

Neighbors

Who really controls the water?

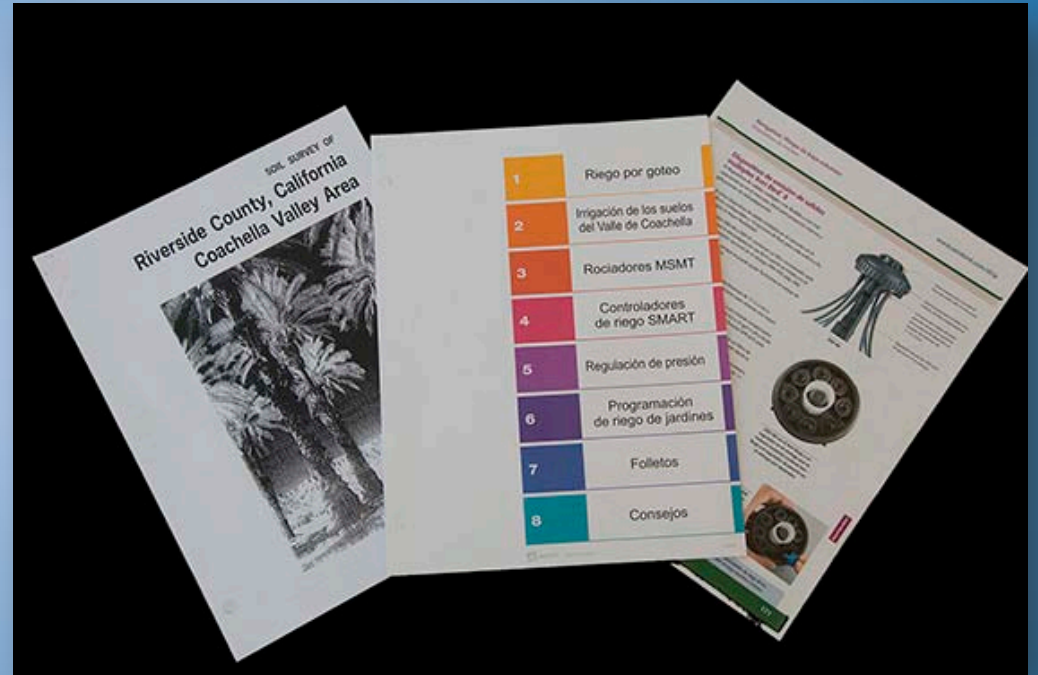


Water Management for Landscape Professionals Seminar



The Nitty Gritty Details

- 1 college classroom
- 4 water management experts
- 6 hours of instruction
- \$50 registration fee
- 80 attendees maximum per class



Taller de jardinería y ahorro de agua



...para la capacitación de empresarios y empleados de compañías de jardinería del Valle de Coachella

Results

Coachella Valley Water District
 PO BOX 5000
 COACHELLA, CA 92236-5000
 (760) 391-6000, www.cvwad.org

Account Number: 309561-040720
 Service Address: 48370 GAMED PALMS DR, LINDS

Total for This Period: 114.79
 Total Amount Due: 114.79
 Usage: 309561-040720

AMOUNT INCLUDED \$

COACHELLA VALLEY WATER DISTRICT
 PO BOX 5000
 COACHELLA, CA 92236-5000

Coachella Valley Water District
 PO BOX 5000
 COACHELLA, CA 92236-5000
 (760) 391-6000, www.cvwad.org

BILL SUMMARY

Customer Name: LINDS
 Service Address: 48370 GAMED PALMS DR, LINDS
 Account Number: 309561-040720
 Billing Date: 6/23/10
 Total Amount Due: 114.79
 Payment 6/23/10: 112.73

BILL DETAIL

Your Water Budget for This Period: 303 CCF, 331844 gallons
 Water Use This Cycle: 93 CCF, 93664 gallons
 Balance After Prior Payments: 0.00
 Tier 1 Charge: 93 @ \$1.03 = 95.79
 BaseRate Charge: 12.00
 Service Charge: 1.00
 Total for This Period: 114.79
 Total Amount Due: 114.79

ADDITIONAL CHARGES

COACHELLA VALLEY WATER DISTRICT
 PO BOX 5000
 COACHELLA, CA 92236-5000
 (760) 391-6000, www.cvwad.org

Recently upgraded our billing software. Please note your CVWD customer account number changed in April 2010. Both your new and old account numbers are matched to your current service address. If you use online banking services to pay your monthly bill, please update your CVWD account number with your financial institution.

WATER USE HISTORY

| Month | This Year (CCF) | Last Year (CCF) |
|-------|-----------------|-----------------|
| 08 | 15 | 15 |
| 09 | 15 | 15 |
| 10 | 15 | 15 |
| 11 | 15 | 15 |
| 12 | 15 | 15 |
| 01 | 15 | 15 |
| 02 | 15 | 15 |
| 03 | 15 | 15 |
| 04 | 15 | 15 |

Water Usage

| Month | This Year | Last Year |
|-------|-----------|-----------|
| JUN | 93 | 265 |
| MAY | 91 | 158 |
| APR | 92 | 170 |

Your water efficiency rating this month is: **Efficient**



Success at Marrakesh Country Club



Thank you!

**David Koller
Conservation Coordinator
Coachella Valley Water
District**



**dkoller@cvwd.org
(760) 398-2651
www.cvwd.org**